

CREATIVEMORNINGS

MONEY

TM

# Martina Flor

Design, Lettering & Type

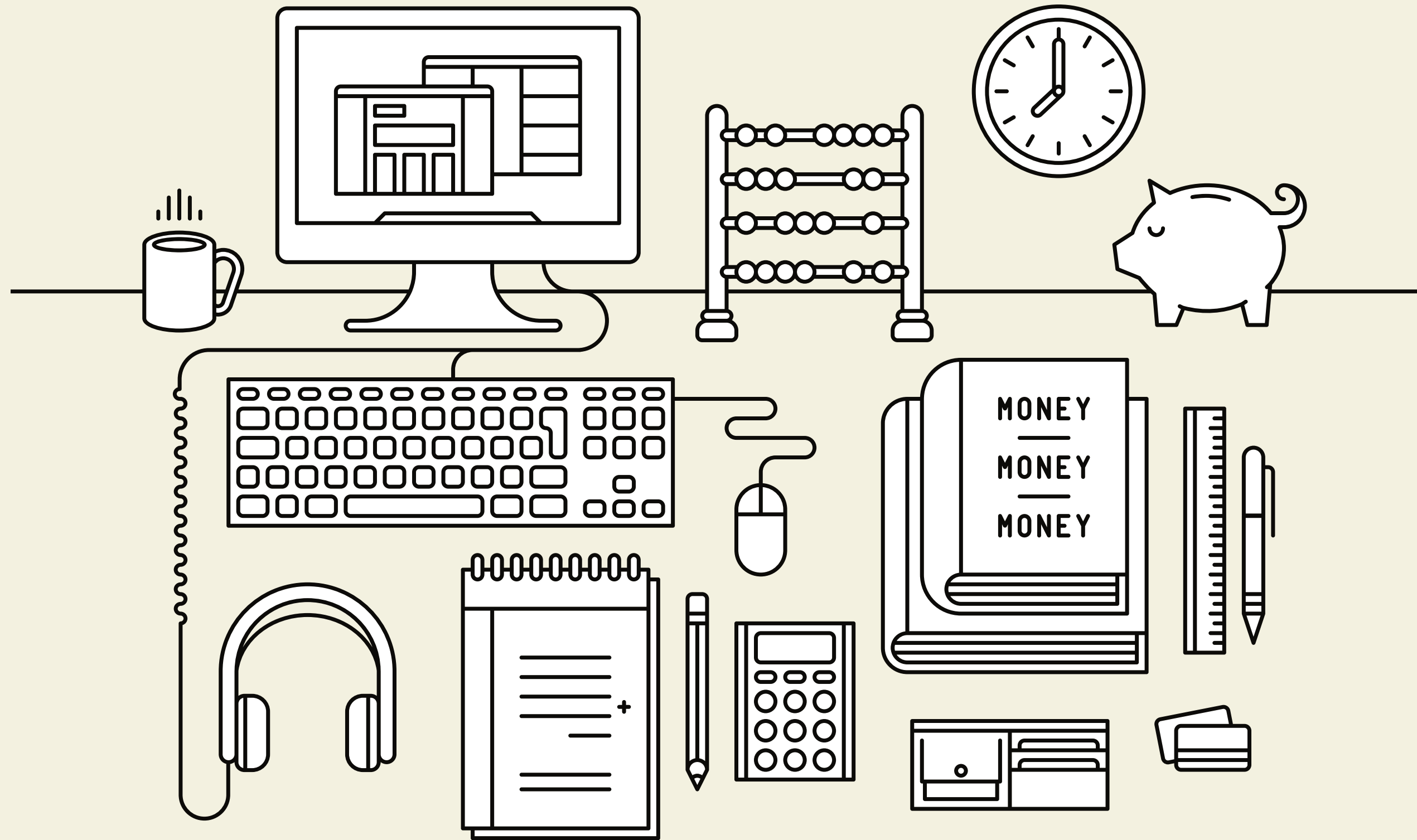





ILLUSTRATION BY TIM BOELAARS

CREATIVEMORNINGS +  SQUARESPACE

A JOB



EXECUTE



GET PAID



BETTER  
JOBS



MORE Freedom TO  
EXECUTE THEM

BETTER  
PAID



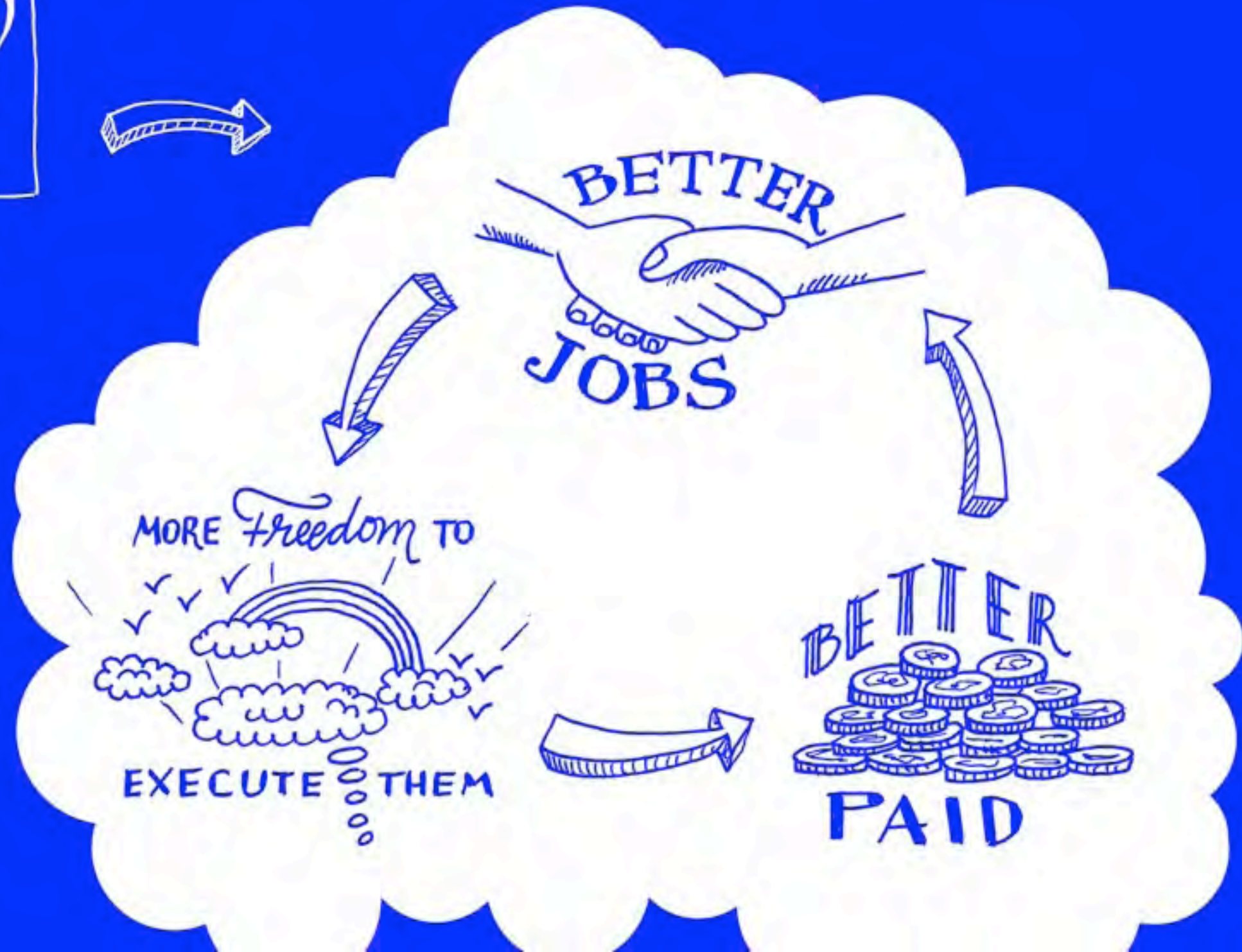


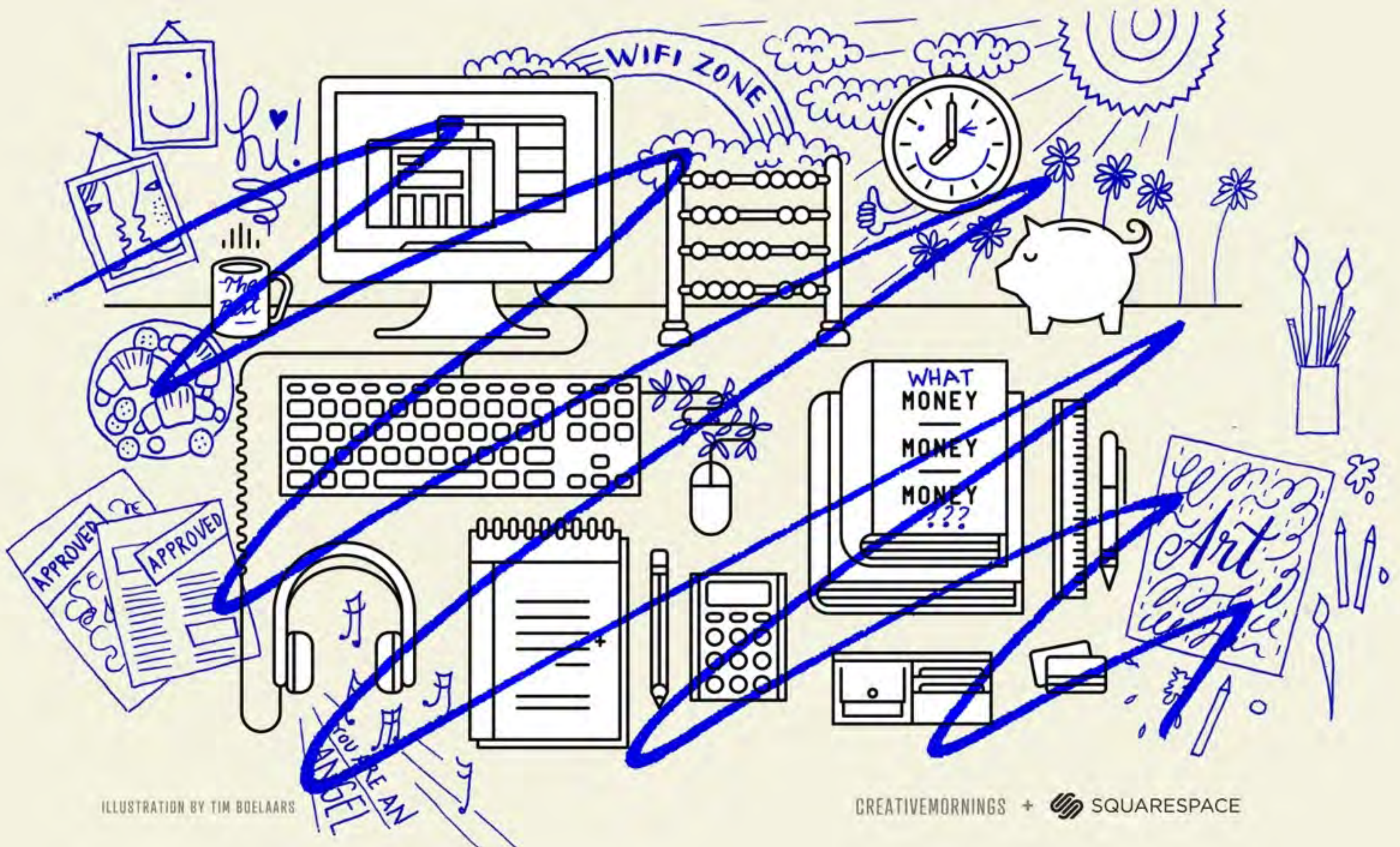
*“I want people to know  
me by my work”*

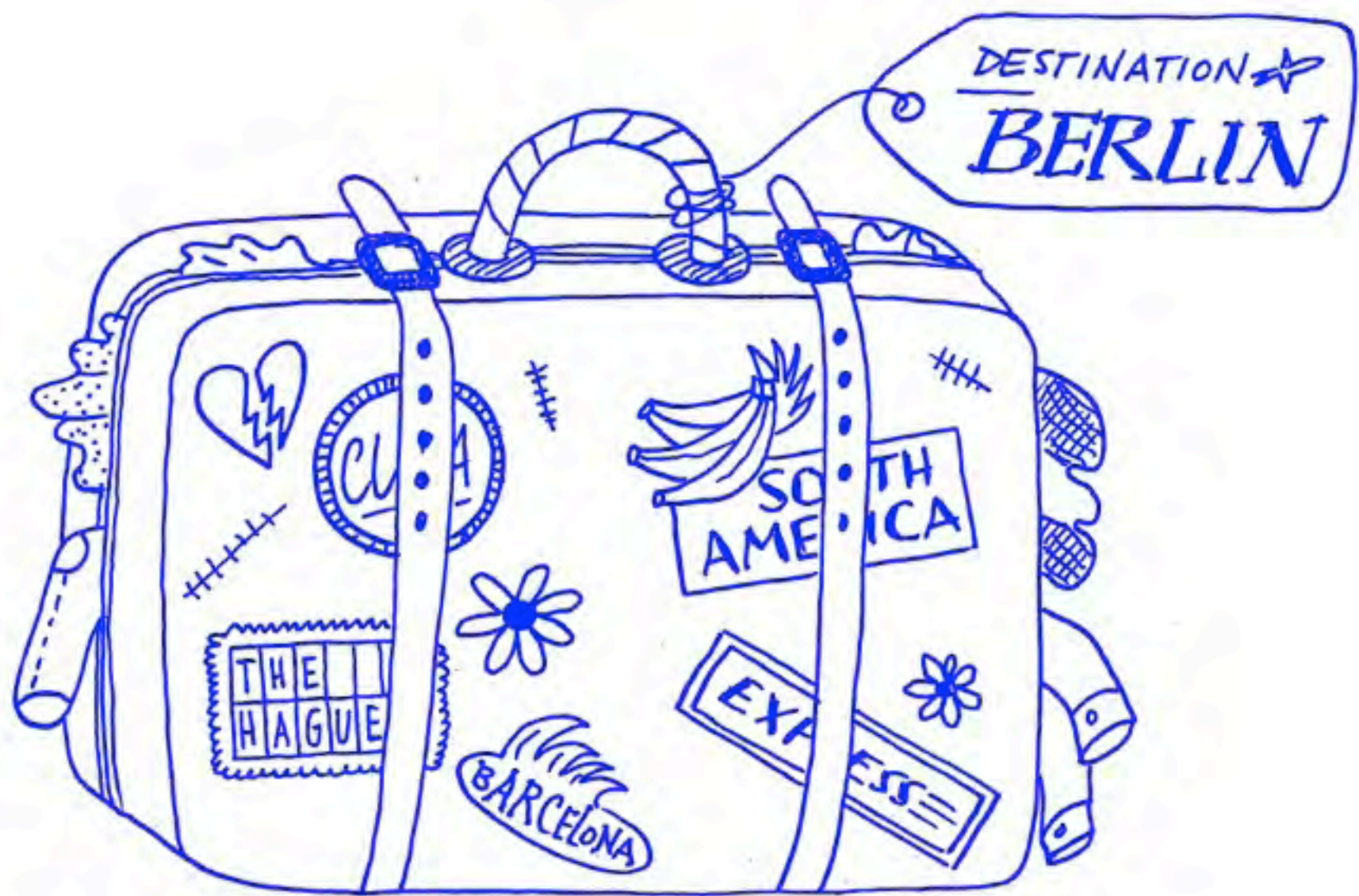
*“I want people to know  
me by my work”*

*••• Martina Flor*



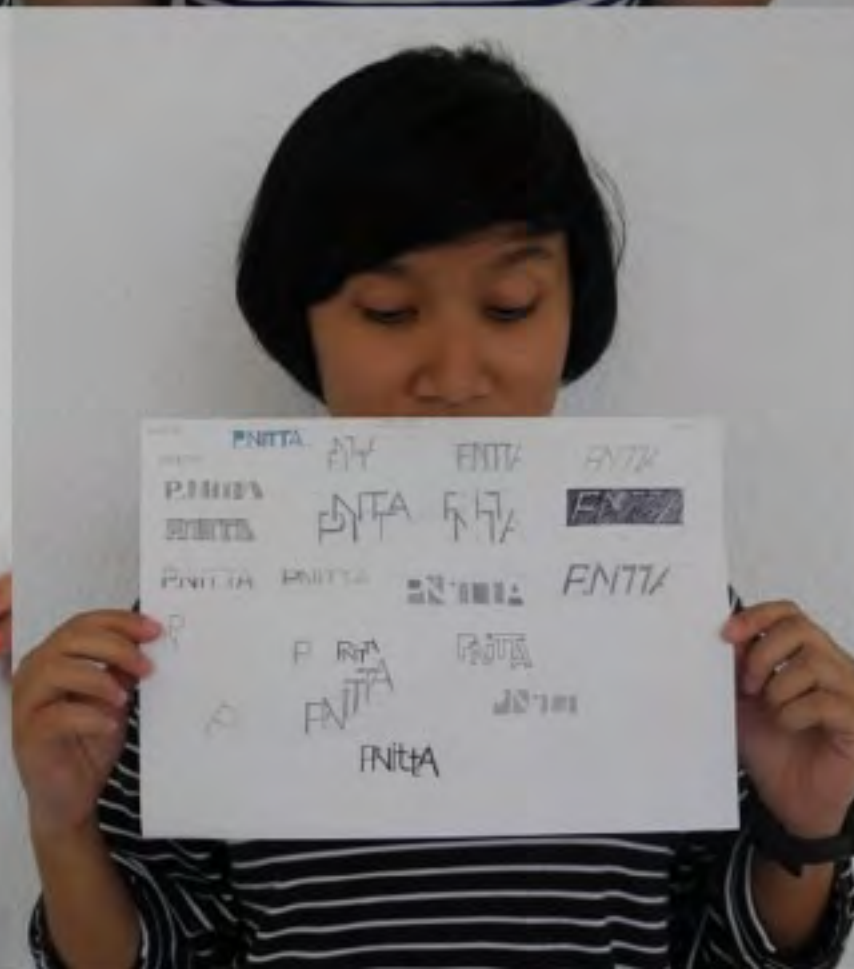






GOOD  
TIPS  
Workshop





Whisper  
Zone

Whili  
Done



Whili  
Done

*Wili  
Done*

*Hilli  
Done*

*Hilli  
Dons*

Heiligens  
Dom

Reiki  
Done

Reiki  
Done

Veil  
Dance



Über  
die  
"Hörste"

Laşan  
Hla, B.  
mā's  
Clingda





Good  
Type  
iiiij  
H

Good  
Type



The United Nations of Type, Outstanding Letters Ltd  
and  
The International Bureau of Characters  
herby proclaim

Mr / Mrs

was an active participant of

*Good Type*

with his / her type creation

Full name: \_\_\_\_\_

Address: \_\_\_\_\_



## Good Type

Letters for everyone

About

Editions



### Good Type Berlin

Sign up here >> LETTERING WORKSHOP – GOOD TYPE by betahaus b. on Gidsy Making a logotype, a sign or a brand will no longer require the use of an already ...  
Continue reading →

FEATURED · LEAVE A COMMENT



### Good Type Barcelona II

FEATURED · 3 COMMENTS



### Vernissage Party

DJ Carlos Rodríguez and D. J. Flow brought sweet



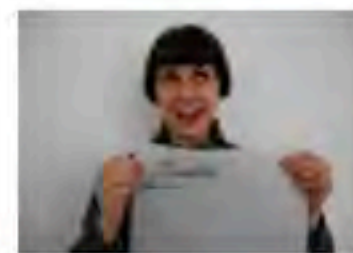
### GT Awards

After a long and hard debate of the jury, our



### Results

Wanderlust by Dana Lungmus, Día Plátano by



### Day 1

So, we all know now what a lettering is and we are



### What pigeons have to do with letters?

Did you know that there







SMALL PROJECT



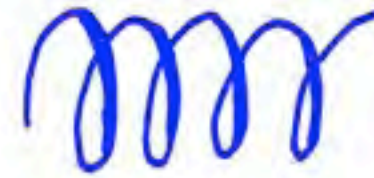
SMALL PROJECT



SMALL PROJECT



SMALL PROJECT



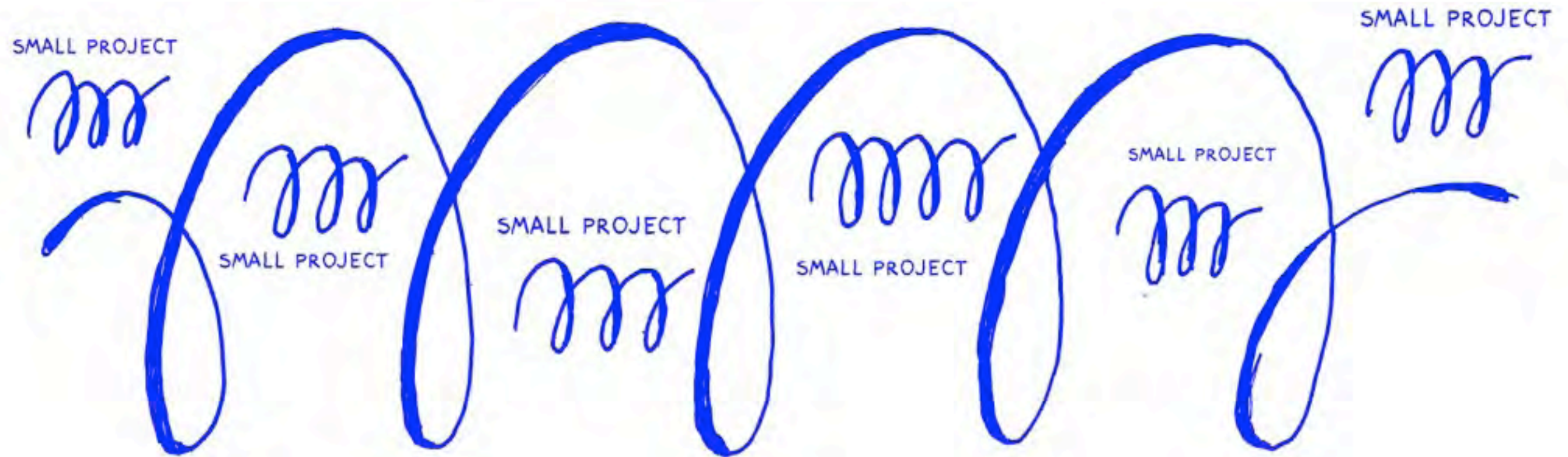
SMALL PROJECT



SMALL PROJECT



# BIG PROJECTS





*Supernova*

*buenísima*

*Supernova Poster*

*a*

*buenísima*

*Supernova text*

*Light*

*a*

*buenísima*

*Supernova text*

*Regular*

*a*

*buenísima*

*Supernova text*

*Medium*

*a*

*buenísima*

*Supernova text*

*Bold*

*a*

*buenísima*

*Supernova text*

*Black*

*a*

*Ground control  
to Major Tom*

*Bodenkontrolle an Major Tom*

2345 → H690 (34) REDUCED

→ H690 ← 5487 ↓







# Milky Way

THIS IS THE WAY

YOU WANNA GO



**THAT WAY!**

*The Milky Way is the galaxy that contains our Solar System. This name derives from its appearance as a dim "milky" glowing band arching across the night sky, in which the naked eye cannot distinguish individual stars. The term "Milky Way" is a translation of the Classical Latin *via lactea*.*

*YOU LIKE IT AND IT LIKES YOU*



**BIG**  
**FROSTY**  
ASTRONAUT  
**FUEL**

**Space**  
SWEET **POPS** GREAT  
\* \* \*

Be the  
**iiiiii**  
**KING**  
Take this **PROTEIN PILL**

**Sodas**  
to drink on the breaks

**Lam**  
**CHERRIES**  
MADE WITH STAR  
POWDER



Great for the Space ship  
**APPLES**  
THIS ROUNDED  
AND RED

**THE**  
Space food are  
food products,  
specially created  
and processed  
for consumption  
by astronauts in  
outer space.

**Coffee**  
ROASTED & MILD

yes

In the Outer Space you can always eat  
**EAT MORE ICE CREAM**  
Pack your bag with **Frost**

CEREALS AND SEEDS  
**Crunchy**  
FOR BREAKFAST IN THE SHIP



Don't be SURPRISED  
**D**  
if this is too TASTY  
**Star**  
The best candy  
you can get

**A NEW HOPE**

**G. LUCAS**



*The more you lighten your grip, Tarkin, the more star systems will slip through your fingers.*

*Not after we demonstrate the power of this station.*

*In a way, you have determined the choice of the planet that will be destroyed first.*

*Since you are reluctant to provide us with the location of the Rebel base, I have chosen to test this station's destructive power on your home planet of Alderaan.*

**[shocked]** *No! Alderaan is peaceful.*

*We have no weapons.*

*You can't possibly—*

*You would prefer another target?*

*A military target?! Then name the system!*

**[stepping**

**closer to Leia and pinning her against Darth Vader]**

*I grow tired of asking this, so it will be the last time.*

*Where is the Rebel base?*

**[looks at Alderaan for a moment, then, resigned]**

*Dantooine. They're on Dantooine.*

*There. You see, Lord Vader? She can be reasonable.*

**[to assistant]** *Continue with the operation.*

**[panicked]** *What?!*

*You may fire when ready.*

*You are far too trusting. Dantooine is too remote to make an effective demonstration, but don't worry.*

*We will deal with your rebel friends soon enough.*

*No!*

\$ 13,40  
\$ 9,50

22,90



Can you  
hear me,  
major Tom?



# MAY THE FORCE BE WITH YOU

*The Force is a binding, metaphysical, and ubiquitous power in the fictional universe of the Star Wars galaxy.*



\$ 13,40  
\$ 9,50

22,90



*Can you  
hear me,  
major Tom?*



*Extraterrestrial life (from the Latin words: extra ["beyond", or "not of"] and terrestris ["of or belonging to Earth"]) is defined as life that does not originate from Earth. It is often also referred to as alien life, or often simply aliens (or space aliens, to differentiate from other definitions of alien or aliens). These*

**LOVELY ALIENS**



Alien Alien Alien  
Alien Alien Alien  
Alien Alien Alien

**HATE THEM**

ILS SONT  
MAGNIFIQUES!  
THEY ARE  
AMAZING!

**NEVER**

YOUR  
WORST  
FRIENDS

TRUST  
IN YOUR  
INSTINCT

↑  
UP  
UP  
UP



# TOP TEN TIPS FOR ASTRONAUTS

**DO NOT LOOK DIRECTLY INTO THE SUN, PLEASE.**

**CLIP YOUR FINGERNAILS BEFORE YOU GO.** Those fingernail clippings can float all around the cabin, creating a nuisance for your fellows, spacepeople travelling with you.

**DON'T SPEAK WITH ALIENS**

**DON'T OPEN THE WINDOWS**

**DON'T HOG THE WINDOWS.** Looking out the window is the prime leisure activity on board a spaceship, so be polite and let somebody else gaze at Mother Earth for a while.

**SPACE MAKES A LOT OF PEOPLE SICK.** There are special drugs that have been developed for space sickness. Please, use them.

**WEAR YOUR HELMET**

**DON'T PLAY WITH YOUR FOOD.** Liquids form a sphere at zero G, and they are tons of fun to play with, so if you must, just use water, and not staining liquids such as grape juice.

**IF YOU HAVE REALLY LONG HAIR, CONSIDER CUTTING IT.** It will look like you've stuck your finger in an electrical socket in space, floating all over the place around you.

\$ 13,40  
\$ 9,50

22,90



Can you hear me, major Tom?

# 35

A star is a massive, luminous sphere of plasma held together by gravity. The nearest star to Earth is the Sun, which is the source of most of the energy on the planet. We are lucky!

## Stars

BRIGHTNESS FREQUENCY

3	5	8	4	8	9	0	5	9	3
7	5	9	3	2	4	2	8	6	5
2	4	5	8	3	0	2	9	4	0
6	3	9	4	7	5	2	0	1	3
3	4	9	3	2	0	1	8	2	0
8	2	3	4	8	2	8	5	3	2
0	6	8	5	4	6	9	1	2	3
4	8	5	2	0	0	4	8	2	3

# 60

Some other stars are visible from Earth during the night when they are not obscured by atmospheric phenomena, appearing as a mass of fixed luminous points because of their immense distance.



\$ 13,40  
\$ 9,50

22,90



Can you hear me, major Tom?

*I'm stepping  
through the door  
& I'm floating*

---

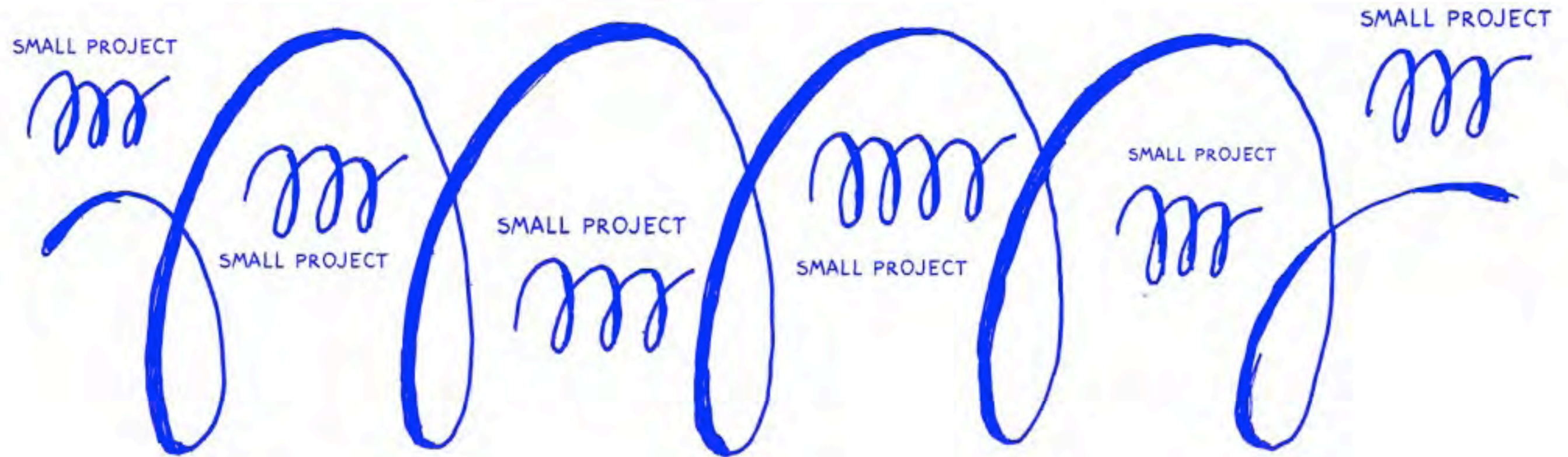
*Estou a passar pela porta  
e estou a flutuar*

---

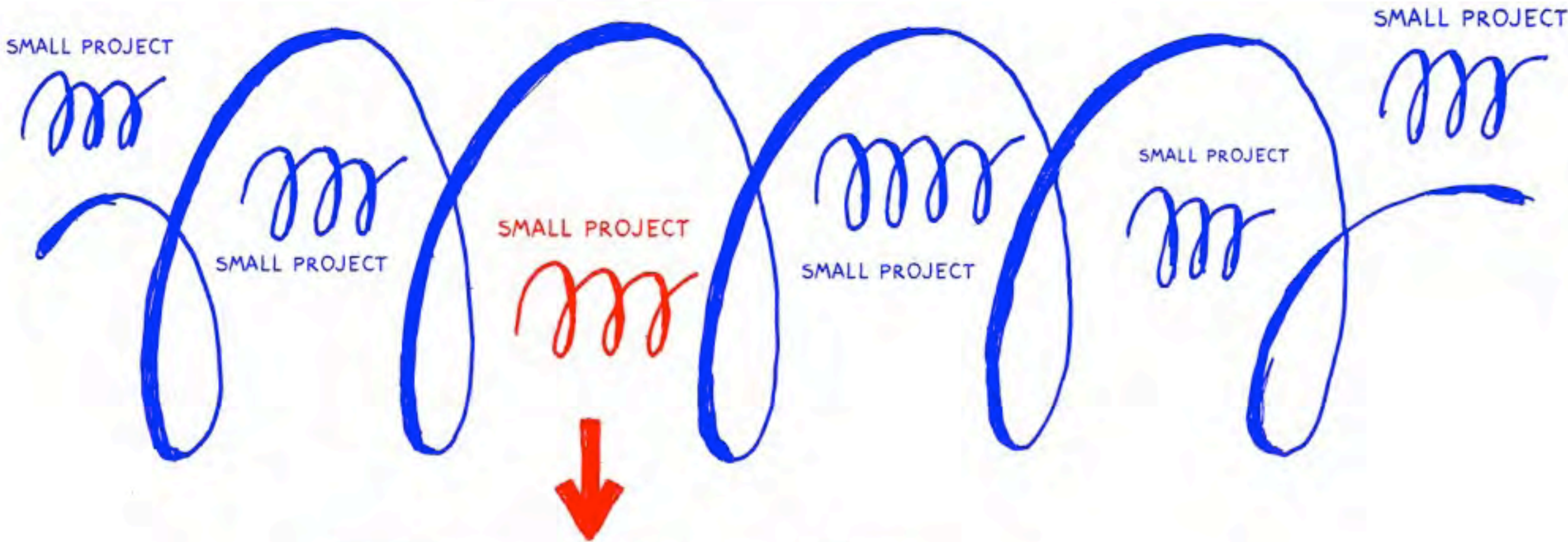
MADE WITH  by  
Martina Flor  
• FOR •  
 Typotheque



# Big PROJECTS



# Big PROJECTS



LETTERING VS CALLIGRAPHY



# Lettering VS Calligraphy

A BATTLE BETWEEN

MARTINA FLOR *AND* GIUSEPPE SALERNO



I WANT THIS

I WANT THIS





LETTERING

CALLIGRAPHY

*Time To Fight*

Lettering (Left) (60%, 3,111 Votes)

Calligraphy (Right) (40%, 2,035 Votes)

Total Voters: 5,146

*People's eyes  
enhances our work*

# DINAMIC 'n'

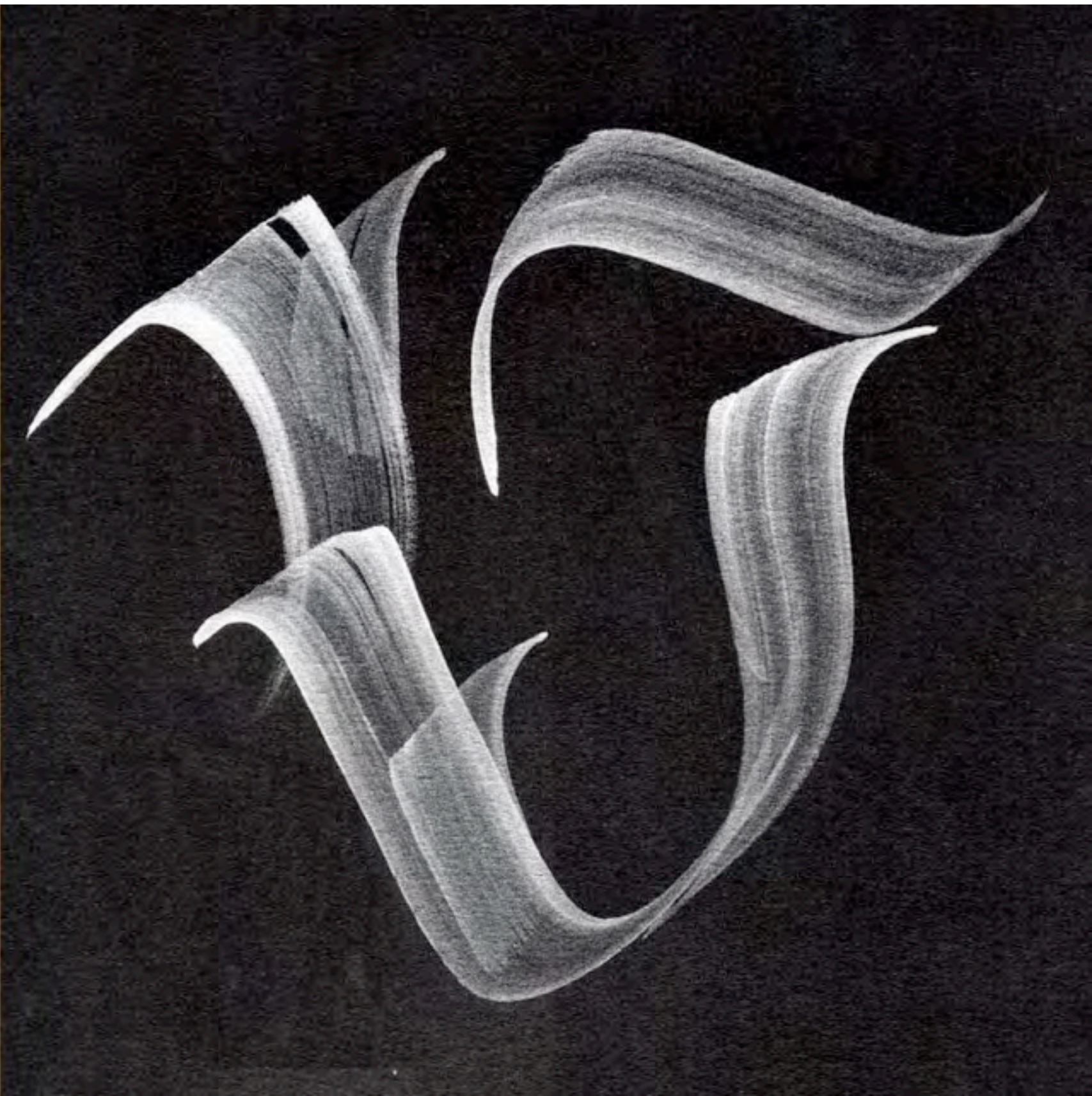
A smooth, elegant cursive letter 'n' rendered in a vibrant yellow-green color. The letter is set against a solid teal background. It features a fluid, continuous stroke with a slight curve at the top and a graceful tail that loops back towards the left.A dynamic, expressive brushstroke version of the letter 'n' in a dark grey or black ink. The stroke is set against a solid yellow background. It is characterized by thick, textured, and somewhat irregular lines, giving it a sense of movement and energy. The letter is slanted upwards and to the right.

# SWASHY 'T'





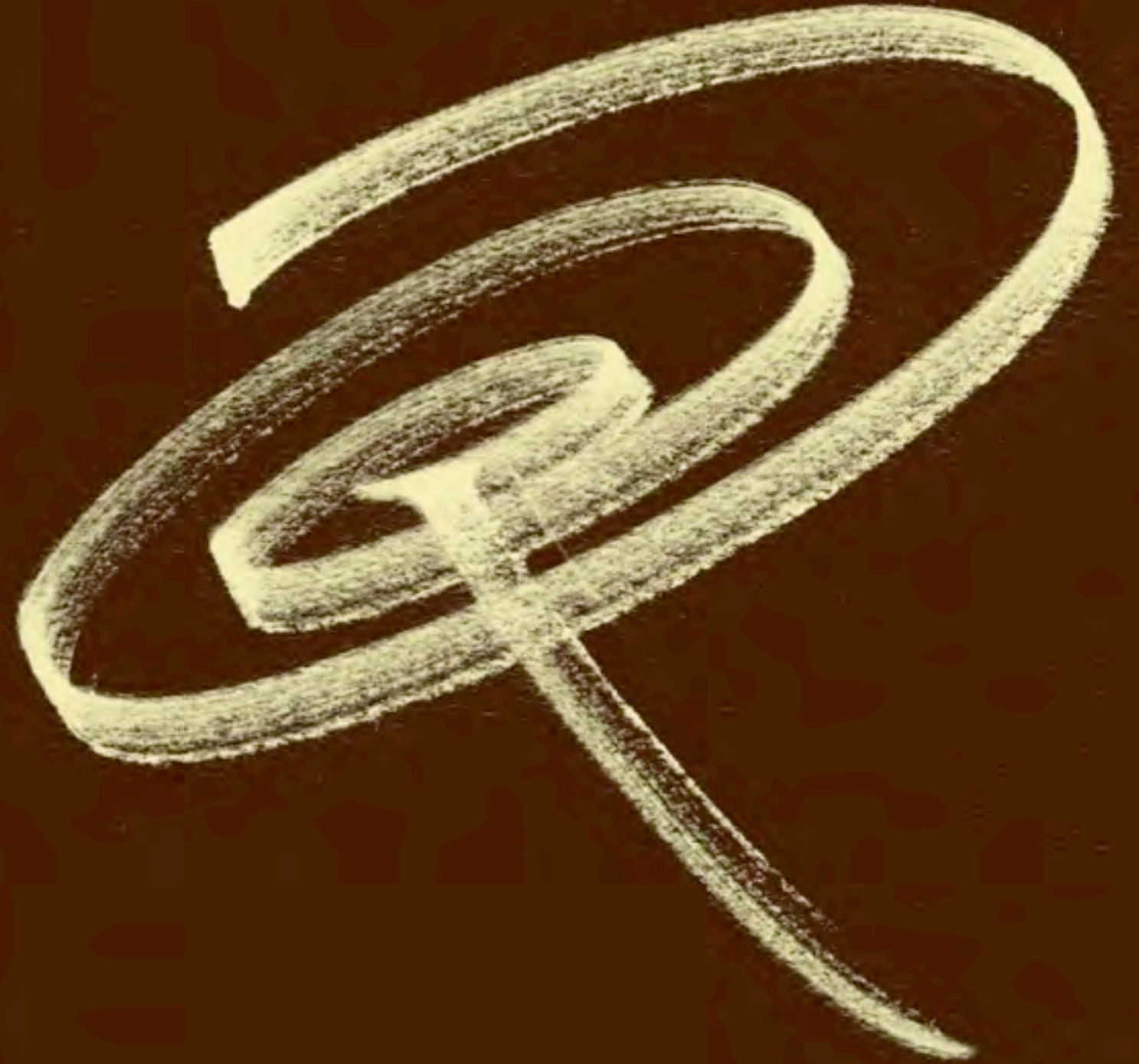
# DECONSTRUCTIVE 'V'



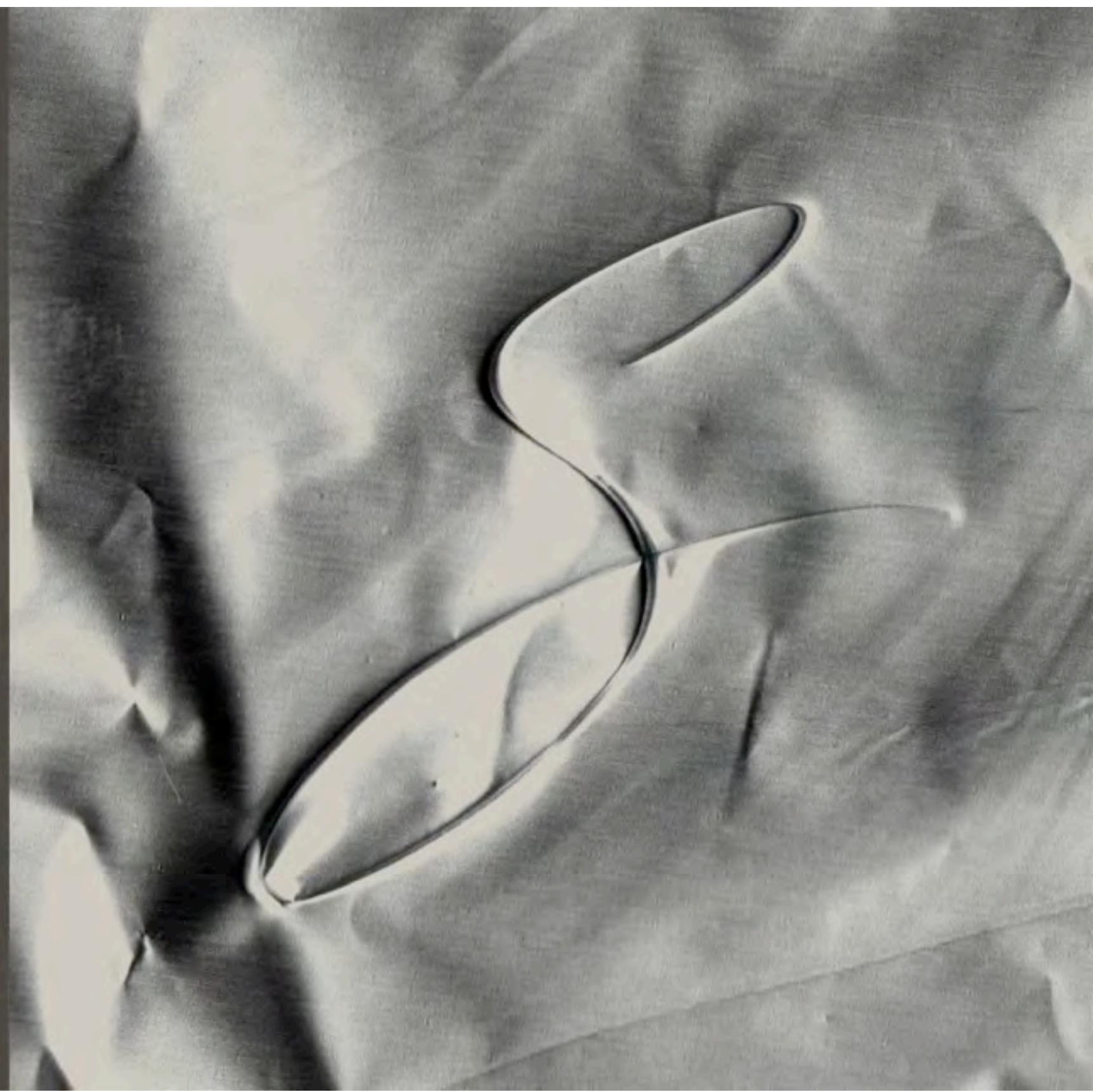
**DECORATIVE 'C'**



# QUIXOTIC 'Q'



# NASTY 's'

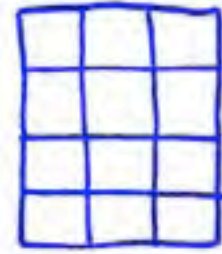




*BREAK formulas*



+

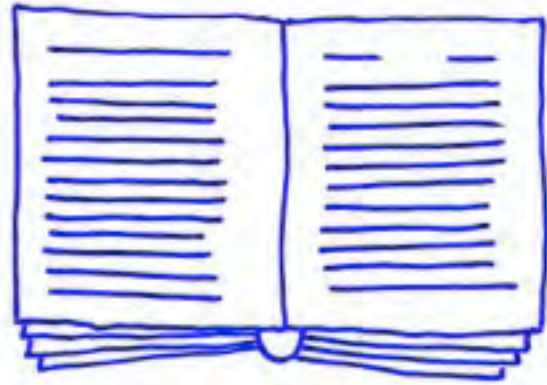


+

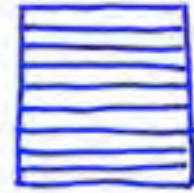
a

=

CLEAR



+



+

a

=

CLASSIC



+



+

a

=

Lively

*a* +  = *Good!*





VS





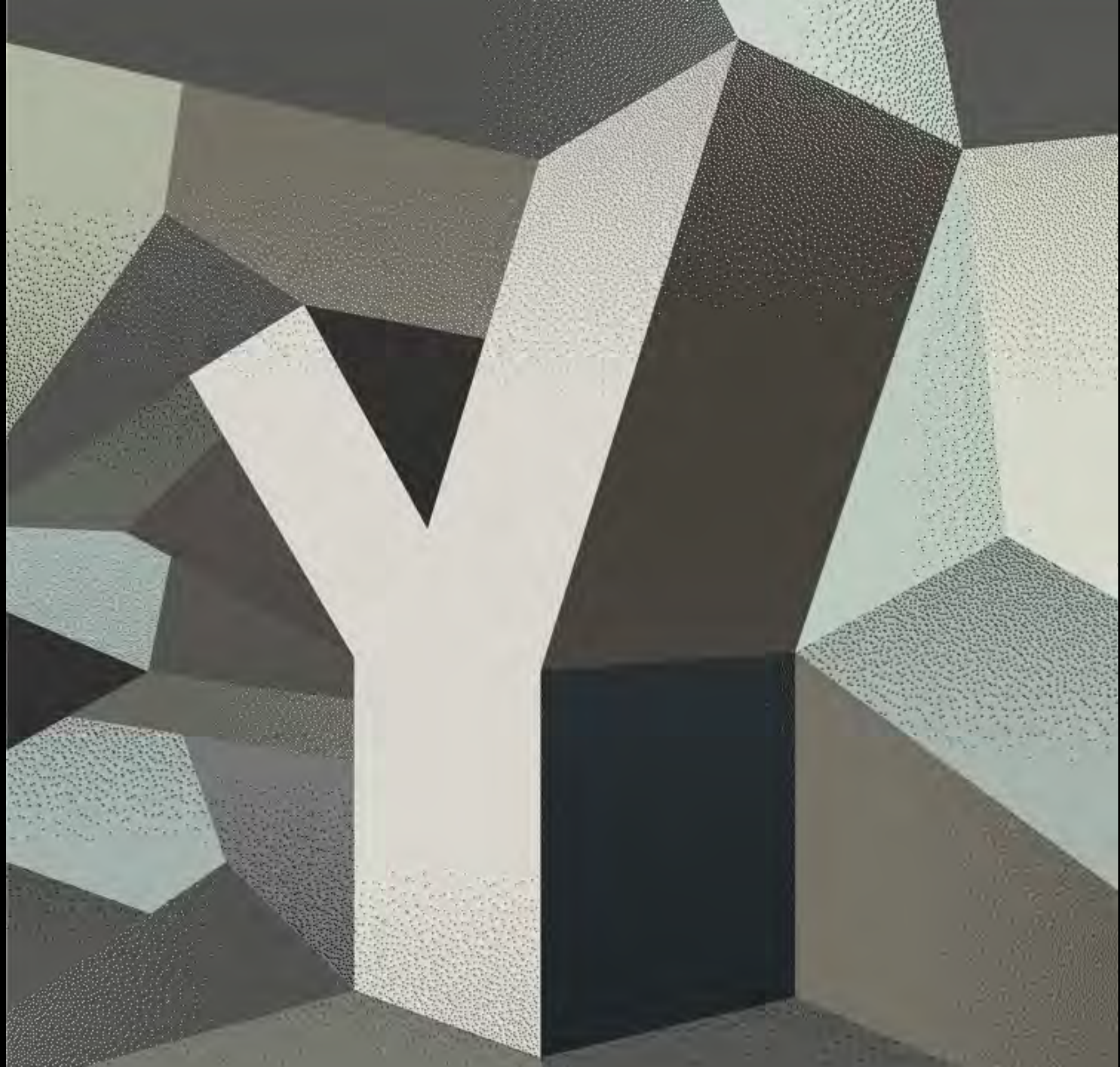








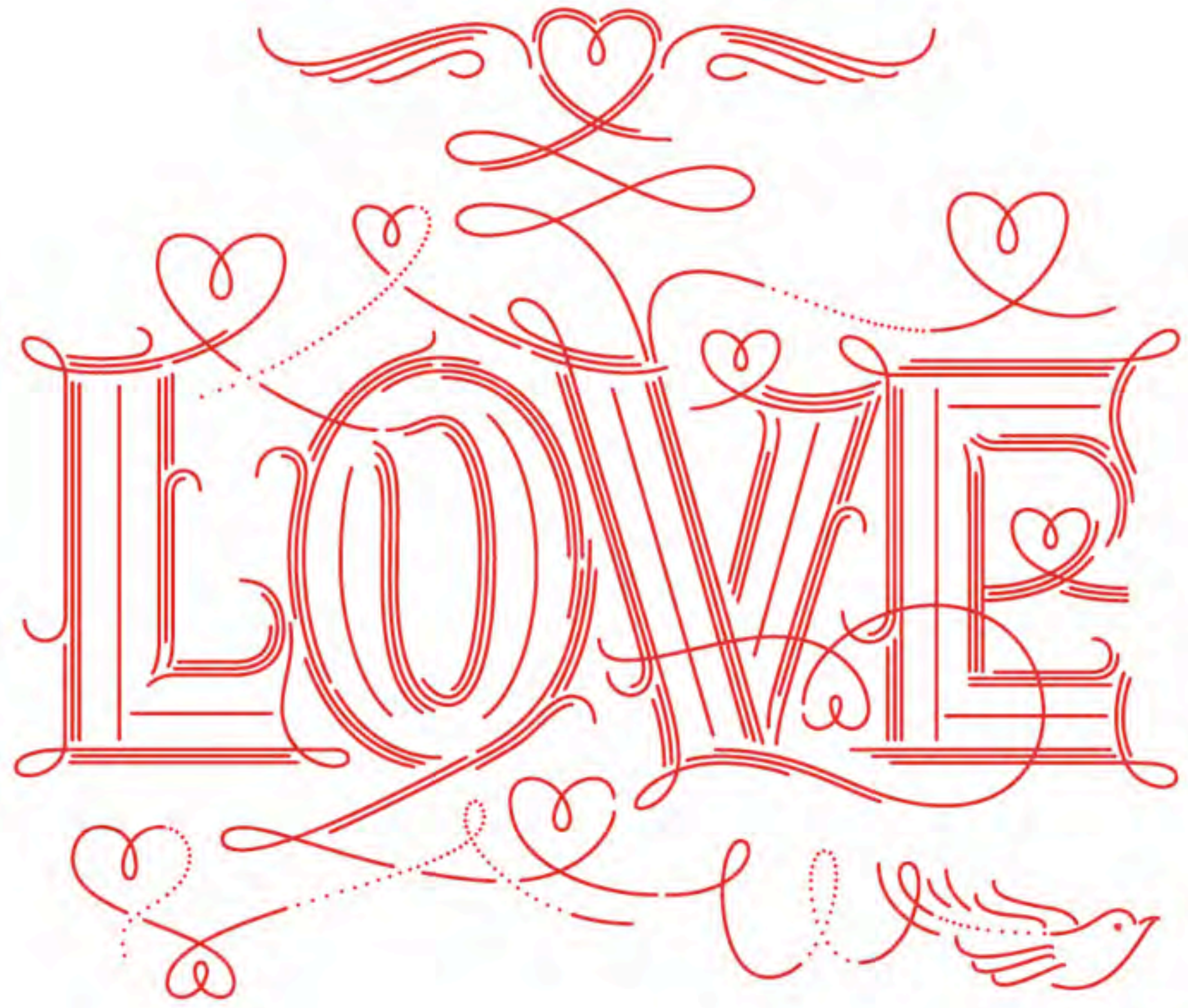














## CONTRIBUTORS



Andrei Robu is a rumanian designer, letterer and calligrapher specialized in lettering art and brand design. Hype consultant. Also known for creating the famous online tools for art-directors: Designers Go To Heaven, Typeeverything and Calligraphi.ca.  
[Andrei Robu](#)



Yani Arabena is an argentinian Graphic Designer and Calligrapher based in Buenos Aires. She graduated from University of Palermo, in Buenos Aires and she currently performs as a teacher in Applied Typography. Working with a focus on calligraphy, she has paired with Designer and Letterer Guille Vizzari to develop a particular style that combines design, illustration and calligraphy. Yani has recently gained a Postgraduate in Type Design at FADU with her thesis project 'Abelina Typeface'.  
[Yani Arabena](#)

## 'TYPE COOK

Type cooker is a tool for generating type-drawing exercises. The system creates a random list of requirements for a typeface, but with relevant criteria. Each exercise will contain different rules. That does not necessarily result in a nice, pretty or useful design, but it will always be possible to design something to fit the problem. TypeCooker is a project by Erik van Blokland from Lettererror a studio for type Design, Typography and Technology in The Hague. Erik also lectures extensively and he is a teacher at the Type and Media Program at The Royal Academy of Art (KABK) in The Netherlands.  
[typecooker.com](#)



Tiffany Wardle de Sousa is a typographer and graphic designer currently living and working in San Jose, California. She graduated from Brigham Young University and later gained a Master of Arts in Theory and History of Typography and Graphic Communication from the University of Reading. Her words have been published in STEP Inside Design, Interrobang (A SOTA Publication), Indie Fonts III, and TypeCulture. She has also been a board member for the Society of Typographic Aficionados and a contributing volunteer for the Association Typographique Internationale.  
[typegirl.com](#)



Nate Williams is an american illustrator and picture book author with a love for hand lettering, children's illustration and "Naive art". From his studio in South America he creates artwork for commercial and non-commercial projects, often under the name of 'Alexander Blue', his alter ego. Besides his illustration and fine art work, Nate runs various side projects most of the times with the aim of promoting creativity, curiosity and discovery. He also maintains the successful illustration community portal.  
[illustrationmundo.com](#)  
[n8w.com](#)



Thiago Reginato is a Brazilian graphic designer and calligrapher graduated from ESPM. He is the creator of the project TIPOCALI, a project that explores the combination of typography and calligraphy in both art and design by organising workshops and exhibitions. He is also partner at MAQUINÁRIO Laboratório Criativo, a studio specialised in Identity and Graphic Design.  
[tipocali](#)  
[estudiomaquinario.com.br](#)



Paco González Co-founder of Resistencia.es (2008) in Valencia Spain. Community Manager and First Official Moderator of Lettering vs Calligraphy. [@paco1010zz](#)



Aleksandra Samujenkova is a multidisciplinary designer and artist. She studied in Riga and Berlin and graduated at the Type and Media master program in The Hague. Now she is finally settling down in Berlin and enjoys working at LucasFonts.  
[saschchen.net](#)



Jan Middendorp is a freelance writer, editor and designer based in Berlin. He has published articles for several design magazines and written several books on the history



Stephen is a writer and typographer living in Oakland and Berlin. After six years at FontShop San Francisco as a creative director, he now publishes the websites



Pedro Arilla is a spanish type designer and beginner letterpress printer with a passion for the anatomy of type and the smell of paper. He released her first font in 2012: Valentina. He is also the



Nina Stössinger is a swiss Designer with a focus on type and typography. Since 2008 she runs her own studio in Basel. She released her first commercial typeface in 2011, FF Ernestine, and she participated as a speaker in several design conferences. She also teaches screen typography at FH Dresden and is a co-founder of the local Typo studio in Leipzig.



The

*Martina Flor*

MARTINA FLOR

*Giuseppe Salerno*

GIUSEPPE SALERNO

FIRST OFFICIAL

Lettering vs Calligraphy

# WORKSHOP

2/3 March 2013

betahaus |



Berlin



SHE DRAWS | HE WRITES

# Lettering vs Calligraphy

THE EXHIBITION







Three  
for 13  
Thirteen

Three  
5 for 13  
Thirteen

1

2

3

SENDING MY BEST WISHES FOR THE NEW YEAR  
PLACE WHERE YOU CAN WRITE YOUR OWN.

WHAT ARE YOUR 3 WISHES FOR 2013?

*Martina Flor*  
BERLIN - MARTINAFLOR.COM

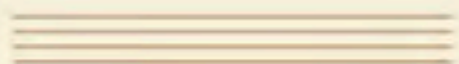
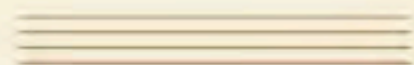
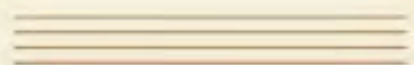


THE A-Z OF

The title 'THE A-Z OF' is rendered in a stylized, blue, blocky font. 'THE' is in a smaller, more decorative script-like font with floral accents. 'A-Z' is in a large, bold, blocky font with a wood-grain texture. 'OF' is in a smaller, decorative font. The text is framed by two horizontal musical staves with notes and rests. On the right side, there is a vertical decorative element consisting of a line with circles and triangles.

RAMBLE


The word 'RAMBLE' is rendered in a large, bold, blocky font. Each letter is filled with a different intricate geometric pattern in shades of blue and white. The letters have a gold outline and a slight 3D effect. The patterns include repeating triangles, diamonds, and floral motifs.





LAST


ORDERS!




LAST

---

ORDERS!







TRIOUMPH  
IN  
BOMBAY

TRAVELS DURING THE  
CRICKET WORLD CUP



vaibhav yats



Three  
5 for 13  
Thirteen

1

2

3

SENDING MY BEST WISHES FOR THE NEW YEAR  
PLACE WHERE YOU CAN WRITE YOUR OWN.




WHAT ARE YOUR 3 WISHES FOR 2013?




*Martina Flor*  
BERLIN - MARTINAFLOR.COM




CREATIVEMORNINGS™











 →  +  + **a** = CLEAR




 →  +  + **a** = CLASSIC

 →  +  + **a** = *Lively*









 →  +  + **a** = CLEAR




 →  +  + **a** = CLASSIC

 →  +  + **a** = *Lively*



 →  +  + **a** = CLEAR

 →  +  + **a** = CLASSIC

 →  +  + **a** = *Lively*





@martinaflore • [martinaflore.com](http://martinaflore.com)